



# ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision **313472 /**

Original Date / Revision  
09/30/12 10/01/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

**Democratic Congressional Campai**

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1475**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 197500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	3%	5925
KDRX	%	0
KPHO	18%	35550
KPNX	18%	35550
KPPX	%	0
KSAZ	22%	43450
KTVK	27%	53325
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	30	\$20,145.00	\$23,700.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$20,145.00</b>	<b>\$23,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	30	\$20,145.00	\$23,700.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/09/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- TWTF - -	2		\$500.00		0.00					
E 2	KNXV	10/09/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	3	\$500.00	FX	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- TWTF - -	3		\$500.00		0.00					
E 3	KNXV	10/14/12	10/14/12		CM	6am-7am	- - - - - S	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00



## Hiatus Dates

Order Sep 00:20:00

Product **Democratic Congressional** (Estimate # **1475**)

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su 6-7am GMA											
				Su 6-7am Good Morning ,											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1			\$250.00		0.00				
E 4	KNXV	10/09/12	10/12/12	M-F 11am-12pm	CM	11am-12pm	- TWTF - -	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
				ABC15 News at 11AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		3			\$150.00		0.00				
E 5	KNXV	10/09/12	10/12/12	M-F 4pm-430pm	CM	4pm-430pm	- TWTF - -	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
				4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		2			\$650.00		0.00				
E 6	KNXV	10/09/12	10/12/12	M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		2			\$900.00		0.00				
E 7	KNXV	10/15/12	10/15/12	M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M- - - - -		1			\$900.00		0.00				
E 8	KNXV	10/09/12	10/12/12	M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
				5:28-5:30pm break											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		3			\$1,000.00		0.00				
E 9	KNXV	10/09/12	10/12/12	M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		2			\$900.00		0.00				
E 10	KNXV	10/15/12	10/15/12	M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M- - - - -		1			\$900.00		0.00				
E 12	KNXV	10/14/12	10/14/12	Su 5pm News	CM	5pm-530pm	-----S	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		2			\$600.00		0.00				
E 13	KNXV	10/09/12	10/12/12	M-F 10-1035pm	CM	10pm-1035pm	- TWTF - -	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		3			\$1,200.00		0.00				
E 14	KNXV	10/14/12	10/14/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S		1			\$1,200.00		0.00				
N 15	KNXV	10/09/12	10/12/12	M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4			\$1,200.00		0.00				
Totals														30	\$23,700.00